

Glacier National Park Centennial Program 2010

Signature Guidelines



The Glacier Centennial Signature is trademarked and not to be reproduced in any form without express written consent from the Glacier Centennial Coordinator

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I. Signature Guidelines

The Glacier National Park Centennial Signature Guidelines are intended for the use of the Centennial Logo (hereafter referred to as the “Signature”) on items for sale or promotion of Centennial Events or Programs. The signature may only be used with the approval of the Centennial Program, via **Appendix C Terms and Agreements**.

II. Glacier National Park Centennial Program—2010

VISION Statement

CELEBRATE, INSPIRE, ENGAGE

MISSION Statement

Celebrate Glacier National Park, its rich history and legacy of preservation.

Inspire personal connections and partnerships through the centennial celebration.

Engage park stewards.

III. Goals and Objectives for Centennial Signature Use

The following are goals that are found in the Centennial Program Strategic Plan. Each goal is being implemented with a series of objectives, found below.

Goal: Public awareness of Glacier National Park’s past, present & future is increased

- Objective 1: Create a line of commemorative Centennial products that speak to the Past, Present, and Future of Glacier National Park.

Goal: Engage all audiences in Glacier National Park’s natural, cultural, and historical resource preservation

- Objective 1: Work with writers to add a natural, cultural, and historical resource preservation message to the price tag of all items.
- Objective 2: Work with wholesales, distributors and manufacturers to provide as many products as possible using recycled and or renewable resources.
- Objective 3: Work with wholesales, distributors and manufacturers to provide as many Montana made products as possible

Goal: Fiscal responsibility and accountability achieved

- Objective 1: The Retail committee will adhere to the highest standards of fiscal responsibility in conjunction with the finance committee.
- Objective 2: Through the sale of products raise funds to support the Centennial Program.

Goal: Tangible legacy established for next 100 years

- Objective 1: Continued sale of retail items from which proceeds support designated GNP legacy projects.
- Objective 2: One of each retail item produced will go into the centennial time capsule.

Goal: Glacier National Park Centennial Suppliers operate collaboratively to successfully carry out the strategic plan

- Objective 1: Wholesales, distributors and manufacturers will maintain the highest professional standards in working with retailers to accomplish the ideas and goals in this plan.

IV. Signature Use

The Glacier National Park Centennial Signature is designed to communicate the spirit and significance of Glacier National Park's Centennial in 2010. It is the most prominent expression of the Centennial Program and as such, it is the responsibility of employees, designers, agencies and suppliers to follow the guidelines presented here and reproduce the identity only as described and illustrated. The signature can only be used for products, events, publications, and messaging that are approved by the Centennial Program.

The Signature

The Glacier National Park Centennial Signature is composed of the 2010 symbol, the "Glacier National Park Centennial" logotype, and the Centennial Program Mission embodied by the words "Celebrate" "Inspire" "Engage".

The symbol and logotype are locked together in the format shown. The symbol may not be used on its own without the logotype.

Enlarge or reduce the signature proportionately using hard copy or electronic reproduction art provided. It is important not to change the signature in any way. Do not screen back the signature or reproduce the signature on an angle.

Clear space

Leave a minimum clear space around the Centennial Signature to ensure that other graphic elements do not crowd the signature or weaken its impact.

Minimum size

The minimum width of the signature is 70.56 mm. For web applications, the minimum size is 100 pixels. Reproducing the signature in smaller sizes requires prior approval from the appropriate program areas.

Always

- Use hard copy or electronic reproduction art to reproduce the signature.
- Keep all elements together.
- Enlarge or reduce the signature proportionately.
- Position the logo within a clear area free from other text and graphics.

Color Palette

A set of five colors make up the Official Glacier National Park Centennial Program color palette. Using these colors for all applications will help express the Glacier Centennial Program look and tone and will enhance recognition of the visual identity.

The colors are

Light Blue

RBG	CYMK	Pantone
185	25	290 c
226	1	
248	0	
	0	

Dark Blue

RBG	CYMK	Pantone
0	97	3035 c
73	67	
100	41	
	26	

These colors make up the official color version of the Centennial Signature. They can also be used for backgrounds, accents, illustrations and text.

Signature colors

The full color signature may be used on a white or off-white background. The signature may also be reproduced in any single color of the official color palette on a white or off-white background.

On any light colored background, the signature must be black. On any dark colored background, the signature must be white.

Additional colors

Gold and silver signature can be used in limited applications.

- For gold, Pantone 871 should be used.
- For silver, Pantone 877 should be used

When the signature is reproduced small in gold or silver surface, you may require artwork that is smaller than minimum size indicated in the guidelines (70.56 mm). Consult your supplier to determine the correct size artwork for the particular application.

Always

- Reproduce the signature only in the colors illustrated and specified.
- Use the Pantone colors indicated for accurate color matching.
- Select color photographs to complement the colors of the palette.
- Use colors from the palette to create illustrations.

Colors and Signature Example



In lieu of the colors shown you may use the specified PANTONE® equivalent, the standard for which can be found in the current edition of the PANTONE Color Formula Guide.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards Guide. PANTONE® is a registered trademark of Pantone, Inc.

Signature Misuse and Typography

The examples shown demonstrate some of the possible incorrect uses of the Glacier Centennial Signature. If you aren't sure that you are using the signature correctly, please contact the Centennial Coordinator.

Typography (fonts)

Market Deco and Gothic have been selected as the official corporate typefaces for all Glacier Centennial Program uses. These typefaces must be used in all instances, including print and electronic publications, advertising, merchandising and signage. If these fonts are unavailable, "Times New Roman" or "Palatino" may be used in place of Gothic "Helvetica" or "Arial" may replace Market Deco.

Market Deco

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&*()~?

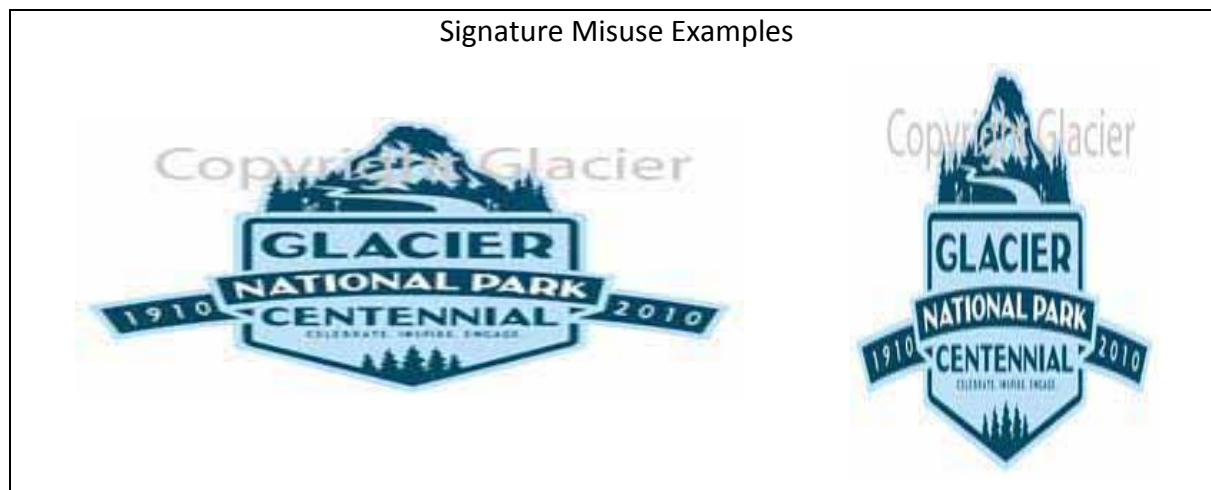
Always

Use the Glacier National Park Centennial Celebration 2010 typefaces to strengthen the Glacier National Park 2010 Centennial look and tone and to enhance recognition of the identity.

Do Not

- Do not use a different typeface for the font found in the signature.
- Distort or change the signature in any way.
- Enclose the signature within a tight box.

Signature Misuse Examples



V. Signature Use Request, Approval, and Sales

Request

To request the use of the signature for a retail item, please take into consideration the Centennial Program vision, mission, and goals; fill out a Centennial Signature Use Application; submit application; and await the Centennial Program's response.

Approval

All products using the 2010 Centennial Signature must be approved by the Centennial Program prior to production. The supplier must enter into an agreement (see **Appendix C Terms and Conditions**) to donate a minimum of 5% of the proceeds to the Centennial Program (see **Appendix B Donation Payment Schedule**). The Centennial Program reserves the right to approve or disapprove any product submitted. Submitted prototype samples are required and will not be returned.

Items and all required forms will be submitted to the Centennial Coordinator. The Centennial Program will meet monthly to determine if product(s) will be approved.

Once approval is granted and all forms are signed and submitted, the official high resolution Centennial Signature will be provided, for product creations and sales.

If disapproved, the product may not use the Centennial Signature.

Sales

Once approved, the wholesaler, distributor, or sales rep may begin selling this product state and nation wide.

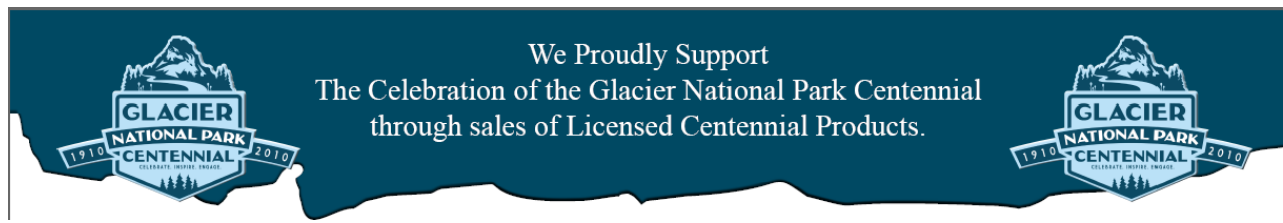
The following retail items have been suggested by the Centennial Retail Committee. However, other products will be considered.

- Coffee
- Soda
- Huckleberry product
- Mug
- Hat
- Lapel Pin
- Hiking Stick Emblem
- T-Shirt
- Baseball Cap
- Decal
- Coffee Table book
- Blanket
- Stuffed Animal
- Christmas ornament
- Patch
- Shot Glass
- Canvas Bag
- Metal Canteen

Alcohol, adult oriented, and generally offensive products will not be considered.

VI. Retail Point of Sale Announcements

Language used to describe centennial contributions from sales should be displayed on a standard Point of Sale poster or announcement (*see below*). This would consist of; a Banner which would identify participation of the retailer (*Licensed Centennial Products Sold Here*) and an information poster that contains the contribution language. These banners and info posters are standard and identical to promote recognition and marketing continuity to visitors as they visit the various retail locations. How the retailer decides to stock and display the actual items will depend on the individual retailers' logistical ability to display the items (shelving and space restrictions.)



Retail Item 'Centennial Tagged' Sales

For those items that are not obviously centennial (i.e. no signature in the design), a tag could be produced in house with the signature and signature identifier (*Licensed Centennial Product*), as well as the portion of proceeds returning to the Centennial Program to identify it as a licensed product.

The following language will be used on the Centennial Tagged items:

<Retail outlet (or name of business)>
Proudly Supports
The Celebration of the Glacier National Park Centennial
through sales of Licensed Centennial Products.

VII. Quality Control

The Glacier Centennial Signature is a registered trademark of Glacier National Park and Glacier Natural History Association. The National Park Service arrowhead is also a registered trademark of the National Park Service. Prior approval for their use is required in all instances.

To obtain approval, submit a detailed proposal outlining the intended use of the signature and a visual proof of the application. Mail, email, or fax your proposal and proof to the appropriate program at the addresses listed below. Permission to use the Centennial Signature will be granted in writing.

Kassandra Hardy
Centennial Coordinator
PO Box 128
West Glacier, MT 59936

Tel: (406) 888-7971
Fax: (406) 888-7808
Email: Kassandra_Hardy@nps.gov
Web Address: www.GlacierCentennial.org

Appendix A Centennial Signature Use Application

Please check the applicable answer to the following questions, providing details where indicated. Mail this completed application, the signed Terms and Conditions (**Appendix C**), and a prototype sample to: Kass Hardy, PO Box 128, West Glacier, MT 59936

1. This application for permission to use the Glacier National Park Centennial Signature is with respect to:

☐ Print marketing/promotional material and/or informational or educational literature; for example: advertising in a newspaper, magazine, newsletter; event invitation or program; brochure or leaflet; poster; direct mail piece, etc. Please briefly describe.

☐ Electronic publications; for example: a website, online newsletter, or video. Please briefly describe.

☐ Retail Item (Retail application is open from **July 15, 2008-March 15, 2009**). Please briefly describe.

2. The date/expected period of use of the signature is _____

3. The intended reproduction of the signature is in _____

☐ Color

☐ Black only

☐ White only (reversed in a dark background color)

4. The Glacier Centennial Program is connected with this product, program, event or activity:

☐ As a primary sponsor/participant

☐ Through funding support such as Cultural/Arts grant

☐ Other (please provide details)

5. I hereby agree to donate ____% (minimum of 5%) of the wholesale proceeds from the above mentioned product to the 2010 Centennial Celebration. Proceeds are payable to the committee on a monthly basis. See **Appendix B** for payment schedule and signature.

6. A mock-up/sample layout of the intended signature application is attached? Yes No

7. A prototype sample of the retail item is and a photograph of the item are attached for review? Yes No

APPROVED:

DATE:

Centennial Coordinator

DENIED:

DATE:

Centennial Coordinator

Appendix B Donation Payment Schedule

Payment terms and conditions for vendors that produce items which have been approved for licensing by the Centennial Program and are identified here as “licensee”, include the following:

1. Purchase order arrangements will be made between the licensee that produces the centennial product and the retailer who will sell the product.
2. A percentage of the cost amount total, per purchase order, will be donated to the Centennial Program by the licensee. The percentage of donation, per order, is determined by the licensee, being no less than 5%. Purchase order total used to determine license fee should not include shipping or handling charges.
3. Donation of the licensing fee will be made to the Centennial Program no later than 20 days upon receipt of payment towards the transaction invoice by the retailer. Licensee will include appropriate invoice documentation with donation.
4. Retailers will provide appropriate invoice documentation to the Centennial Program for license fee accountability.

ASSOCIATED FEES for Signature Use

For Marketing and Publications:

- If you are a non-profit, there is no fee.
- If you are a for-profit, there is one-time \$50 fee.

Appendix C Terms and Conditions

The Glacier National Park Centennial Program hereby grants to the party identified below, the “Licensee” a one-time use, non-exclusive, non-transferable license and permission to use and display the Centennial Signature subject to the party agreeing to the following terms and conditions:

1. The Licensee shall not make any alterations to the signature, or adapt the signature as part of another graphic symbol or mark.
2. The Licensee shall use the signature in accordance with specifications and purpose set out on Appendix A of this undertaking.
3. The Licensee shall not grant permission to any other person to use the signature.
4. The Licensee’s use of the signature will adhere to the National Park Service’s policies with respect to equal opportunity.
5. The Licensee acknowledges that the Centennial Program assumes no liability in respect of the licensee use of the signature.
6. The Centennial Program reserves the right to terminate signature usage immediately if there is a breach with paragraphs 1, 2, 3, 4, 5 noted above.
7. The licensee hereby accepts all of the conditions with respect to the use of the signature as set out in paragraphs 1 to 7.

Name of Applicant

Signature of Applicant

Mailing Address

Email (where signature is to be sent)

Phone Number

APPROVED:

DATE:

Centennial Coordinator

DENIED:

DATE:

Centennial Coordinator